

## **REMARKS**

### **Claim Rejections under 35 U.S.C. § 102(b)**

Claims 1, 2, 5, 16, and 18 have been rejected under 35 U.S.C. § 102(b) as being anticipated by Lemon (U.S. Pat. 4,674,041). The Examiner has suggested in paragraph 13 of the office action suggestions for overcoming the claim rejections based on limitations appearing in the specification. Specifically, the Examiner has noted that Lemon does not teach or suggest a shopper's computer connected to a network via an on-line subscription service. The Examiner has further noted that Lemon does not teach or suggest on-line purchasing or a shopper computer located remotely from a point of sale. Applicant has amended the claims to include the distinctions and limitations in the specification of the instant application that the Examiner has noted do not appear in Lemon. Applicant respectfully submits that the amended claims distinguish the present invention over the Lemon reference and that the application is now in condition for allowance.

### **Conclusion**

Applicant respectfully submits that the Lemon reference does not teach aspects of the present invention related to display elements that are independent of content and that conform to user preferences, content that conforms to user preferences, and finally, computer displays with display elements and content that conform to user preferences. Therefore, Lemon cannot support the present rejections. Applicant respectfully submits

that the present application is properly in condition for allowance and respectfully  
requests such action.

Respectfully submitted,

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